



WASHDAY—yet time for play

A new way of washing clothes! Gets them on the line snowy white at 9 a. m.



Try the new Rinso way on your next wash. When you see how easy it is you will never go back to the old hard way of rubbing and boiling.

OFF for a lark—on washday! Your washing all finished—ages ago—snowy white, sprinkled and ready for ironing! Your home in perfect order! Plenty of time for a romp with the children! And still time left to prepare dinner—fresh and untired at the end of the day—on washday!

"What, on washday?" you question. You see yourself rubbing away for hours at the washboard—lifting heavy garments from the steaming boiler! Kitchen all damp with the steam—disordered, cluttered up. Your face flushed, worried. Even if you have a laundress to help you, there is still so much work to do that at the end of the day you have that "limp as a rag" feeling, that leaves its traces for the rest of the week!

Yet the new way of washing—based on a very simple new idea—makes washing so easy that it can be all done the first thing in the morning.

Soak your clothes clean—instead of rubbing the dirt out!

When you rub your clothes clean over the

washboard—the old way—you are simply forcing the dirt out of your clothes by friction. A hard, tiresome method—it wears you out completely.

The new way is simply to soak your clothes overnight (or for three hours) with Rinso, a wonderful new product made by the makers of Lux.

The pure Rinso suds soften the dirt, loosen it, free it from the fabric. All you have to do is just rinse the clothes and the dirt floats right out. Only cuff edges, hems, and badly soiled places need a light rubbing between your hands.

You do not even have to boil the clothes unless you wish to sterilize them occasionally—once a month or so.

Makes your clothes last longer

This new way of washing is easier on your clothes.

Rubbing over the hard metal washboard wears them out more than using them does. The new Rinso way saves your clothes from all this cruel rubbing. It saves them from the harsh washing powders, strong

laundry soaps and sodas that "eat" the fabric.

In Rinso there are absolutely no harsh cleansing agents. There is nothing to injure colors. *It is so mild your clothes are as safe in the Rinso suds as they are in water.*

A few rinsings—a light rubbing of bad spots between the hands—and your clothes are ready for the line—snowy white—at 9 o'clock in the morning!

Pick out the things that used to make washday the hardest—the men's shirts, the children's rompers, your aprons, the hand towels that get so terribly grimy. Just soak them overnight in the pure Rinso suds, and in the morning you can actually just rinse the dirt out.

Once you wash the new way you will never want to see a washboard or boiler again! It's so amazingly easy—just soak and rinse!

See for yourself what a difference it makes to take the old-fashioned washday out of the week. One package of Rinso is all you need for the new way of washing.

Get a package today from your grocer or department store. Lever Bros. Co., Cambridge, Mass.

You can see by your hands how safe the Rinso way of washing clothes is. It doesn't redden them—it doesn't get them rough or wrinkled.

Saved from hard rubbing and boiling the children's clothes last twice as long. It's really wonderful how the Rinso way of washing lengthens the life of the fabric.



Rinso

BRINGS A NEW WAY OF WASHING

Made by the makers of Lux

8¢



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